

# **Customer and Stake Holders Survey for Water Plan Update 2003**

## Customer and Stake Holders Survey for Water Plan Update 2003

STATE OF CALIFORNIA – THE RESOURCES AGENCY

GRAY DAVIS, Governor

### DEPARTMENT OF WATER RESOURCES

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We need your input. The Department of Water Resources (DWR) is now preparing the *California Water Plan - Update 2003* for release at the end of 2003. We are committed to a collaborative, stakeholder-driven approach for preparing *Update 2003*, with broad public participation. That is where you fit in. We want to know how we can make the Water Plan more useful to you. That is why we developed an Internet survey for customers and stakeholders of *Update 2003*.

State law requires DWR to update *the California Water Plan*, also known as Bulletin 160, every five years. *The California Water Plan* is many things to many people. It provides a framework for water managers, legislators, and the public to consider options and make decisions regarding California's water future. The Plan presents basic information on California's water resources, including water supply evaluations and assessments of agricultural, urban, and environmental water uses. The Plan quantifies the reliability of water supplies to its various uses. It also identifies and evaluates existing and proposed statewide demand management and supply augmentation programs and projects to address the State's future water needs.

The survey takes only about 10 minutes to complete. To take the survey, just click on:  
[www.tec-web.com/cawaterplansurvey/Login.asp](http://www.tec-web.com/cawaterplansurvey/Login.asp)

When it asks for your username enter your first and last name, and for the password enter "*cawater01*".

Thank you in advance for helping make *Update 2003* a more useful resource.

Sincerely,

Jonas Minton, Deputy Director  
California Department of Water Resources

## Customer Survey

See the previous page to read the letter from DWR's Deputy Director, Jonas Minton, inviting you to take the survey.

### What is the purpose of the survey?

The purpose is three-fold:

- Marketing - to increase awareness and acceptance (e.g., expanding our user base, increasing credibility through stakeholder buy-in)
- User Needs Assessment - to answer, "How can the Water Plan best assist existing and potential Water Plan users with their missions?"
- Evaluation – to answer, "What can we do better and how?"
- What is the main question we are trying to answer?

### How can we make the Plan more widely read, understood and useful?

### Who is the target audience?

The target audience is very diverse as we are trying to reach existing as well as potential new users. This expands the audience of government, private and non-profit entities to include land use planners, natural resources planners, environmental and social advocacy groups, business sectors (e.g., agricultural, real estate, financing), professional associations, academic institutions, water planners, wholesalers and retailers, and similar individuals and groups.

### How will we use the information?

Two key deliverables resulting from this survey will be: (1) a summary of user suggestions; and (2) correlations intended to tell us which elements of the plan are most and least used/useful and to whom. We will capture all of these suggestions and correlations and share them with the public Advisory Committee for Update 2003. Based on their input and DWR resources, suggestions and insights will either be incorporated into Update 2003 or will be available for use by the Update 2008 team.

## Customer Survey Graphical Results





